

### Claims

What is claimed is:

1. A display control method comprising:

the step of displaying a reach-state display image and a win display image on a display portion of a game machine according to a predetermined production pattern in accordance with a result of a lot drawing by the game machine,

wherein advertising images are displayed on the display portion by containing the advertising images in the display images according to the production pattern when at least one of the reach-state display image and the win display image is displayed.

2. The display control method according to Claim 1, wherein among the advertising images having at least one of advertisement contents and display features different from each other, an advertising image corresponding to the result of a lot drawing is contained in the display images so that the advertising image is displayed on the display portion.

3. The display control method according to Claim 1, wherein the advertising image is contained in the display image based on advertising image data obtained through a

communication network to display the advertising image on the display portion.

4. A display control device comprising:

a first memory for storing production pattern data concerning a production pattern of a display image;

a second memory for storing display image data concerning the display image; and

a controller for reading from the first memory production pattern data predetermined in accordance with a result of a lot drawing by a main controller for a game machine, reading the display image data from the second memory according to the production pattern defined by the production pattern data, and displaying a reach-state display image and a win display image on a display device for the game machine based on the display image data;

wherein the display control device further comprises a third memory for storing advertising image data concerning advertising images, and

the controller displays the advertising images on the display device for the game machine, the advertising images being contained in the display image based on the advertising image data read from the third memory section according to the production pattern when at least one of the

group consisting of the reach-state display image and the win display image is displayed.

5. The display control device according to Claim 4, wherein the third memory section stores the advertising image data concerning advertising images having at least one of advertisement contents and display features different from each other, and

the controller reads the advertising image data corresponding to the result of a lot drawing from the third memory section to display the advertising images on the display device of the game machine by containing the advertising images in the display image based on the advertising image data.

6. The display control device according to Claim 4, further comprising a receiver for receiving the advertising image data through a communication network,

wherein the controller stores data received by the receiver in the third memory as the advertising image data concerning advertising images.

7. A game machine comprising the display control device, the main controller for the game machine, and the display device for the game machine according to Claim 4.

8. The game machine according to Claim 7, wherein the display device for the game machine includes a display portion, and displays the display images on the display portion by projection light from a rear surface of the display portion.